



Appl. No. 09/872,668

Atty. Docket No. 10008156-1

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claim 1 (currently amended). A method for targeting advertisements into media on demand selected from a media selection interface, comprising:

obtaining a set of user information;

obtaining a media request;

receiving an electronic copy of said media request;

determining a set of advertisement space information from said electronic copy of said media request for at least one advertisement space in said media request;

communicating said set of advertisement space information to at least one advertising provider to solicit bidding on said at least one advertising space from said at least one advertising provider;

receiving at least one bid from said at least one advertising provider;

comparing said received bids for said at least one advertisement space;

choosing a winning bid for said at least one advertisement space;

querying said at least one advertising provider for an electronic copy of an advertisement for said advertisement space associated with said winning bid;

receiving said electronic copy of said advertisement in response to querying said at least one advertising provider for an electronic copy of an advertisement; and

combining said electronic copy of said advertisement with said media request.

Claim 2 (original). The method of claim 1, wherein obtaining a set of user information from a user utilizing said media selection interface further comprises:

- prompting said user to input a log-in code to said media selection interface;

- retrieving said inputted log-in code from said user;

- comparing said log-in code to a user profile database wherein said user profile database associates a log-in code to a user profile;

- retrieving said user profile associated with said log-in code if said log-in code is stored in said user profile database; and

- prompting said user to register with said media selection interface if said log-in code is not stored in said user profile database.

Claim 3 (original). The method of claim 2, wherein said prompting said user to register with said media selection interface further comprises:

- prompting said user to input a set of personal information;

- storing said personal information as a user profile in said user profile database;

- assigning a unique log-in code to said user profile; and

- communicating said unique log-in code to said user for future reference.

Claim 4 (original). The method of claim 2, further comprising communicating said user profile to at least one advertising provider at substantially the same time as said communicating said set of advertisement space information to at least one advertising provider for bidding on said advertisement space is occurring.

Appl. No. 09/872,668

Atty. Docket No. 10008156-1

Claim 5 (original). The method of claim 1, wherein determining a set of advertisement space information from said electronic copy of said media request for at least one advertisement space in said media request further comprises:

locating an advertisement space in said electronic copy of said media request;

assigning said advertisement space a unique identification number;

determining the dimensions of said advertisement space;

determining the location of said advertisement space in said media request; and

repeating the steps for determining a set of advertisement space information for each advertisement space in said electronic copy of said media request.

Claim 6 (original). The method of claim 1, wherein said receiving an electronic copy of said media request further comprises receiving a data file containing a set of advertisement space information for said copy of said media request.

Claim 7 (original). The method of claim 6, wherein receiving said data file containing a set of advertisement space information further comprises receiving a set of data including a unique identification number for each available advertisement space, a set of dimensions for each available advertisement space, and the location of each available advertisement space in said electronic copy of said media request.

Claim 8 (original). The method of claim 1, further comprising communicating said set of user information to said at least one advertising provider at the same time as said set of advertisement space information is communicated to said at least one advertising provider.

Appl. No. 09/872,668

Atty. Docket No. 10008156-1

Claim 9 (currently amended). A method for inserting targeted advertisements into media on demand, comprising:

providing a media selection interface for selecting a media request,
said media selection interface including a display device;

requiring a user to log-in;

retrieving a user profile from a service provider for said user log-in;

displaying a list of available media on said display device of said media selection interface;

obtaining said media request from said user;

communicating said media request to said service provider;

determining a content provider for querying said media request by comparing said media request to a list of content providers in a database accessible to said service provider and choosing the content provider associated with said media request;

querying said content provider for said media request;

receiving an electronic copy of said media request from said content provider;

determining a set of advertisement space information from said electronic copy of said media request;

communicating said set of advertisement space information to at least one advertising provider for bidding on at least one advertisement space;

receiving at least one bid from said at least one advertising provider for said at least one advertising space;

accessing an operational program accessible to said service provider for comparing said received bids for each available advertising space in said media request and choosing a winning bid for each available advertising space in said media request;

Appl. No. 09/872,668

Atty. Docket No. 10008156-1

querying said at least one advertising provider making said winning bid for an electronic copy of an advertisement for said available advertising space associated with said winning bid;

receiving said electronic copy of said advertisement for each of said available advertising spaces associated with each of said winning bids; and

combining said electronic copy of said advertisement for each of said available advertising spaces with said media request for production.

Claim 10 (original). A method of bidding for advertising space in a media on demand system, comprising:

receiving a set of advertisement space information, said set of advertisement space information including a unique identification number for each available advertisement space, a set of dimensions for each available advertisement space, and a location for each available advertisement space in a media request;

receiving a user profile;

assigning a value to each of said available advertisement spaces based upon said set of advertisement space information and said user profile; and

communicating a bid to a service provider for each available advertisement space desired.

Claim 11 (original). The method of claim 10, further comprising:

receiving a response to said communication bid from said service provider; and

communicating an electronic copy of an advertisement for each of said responses from said service provider indicating that said communicated bid is a winning bid.

Claim 12 (original). The method of claim 10, further comprising searching a database of available advertisements for at least one advertisement

Appl. No. 09/872,668

Atty. Docket No. 10008156-1

having said set of dimensions corresponding to an available advertisement space.

Claim 13 (original). An advertisement provider device for bidding on advertisement space in media on demand, comprising:

- a computer having a central processing unit, a memory, and at least one communications port;

- at least one advertisement database for storing advertisement data and associated user information for determining an advertisement space to bid on based on a set of user information received from a user;

- at least one operational program for receiving said set of user information, querying said at least one advertisement database for corresponding user information and determining a bid amount for said advertisement data associated with said user information; and

- at least one advertisement for storing in data format in said memory of said computer.

Claim 14 (original). The advertisement provider device of claim 13, wherein said at least one advertisement database further comprises:

- a listing of said at least one advertisement stored in said memory;

- a set of dimensions for said at least one advertisement stored in said memory; and

- a set of preferred user data corresponding to said at least one advertisement stored in said memory.